



# Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Marshall, AL

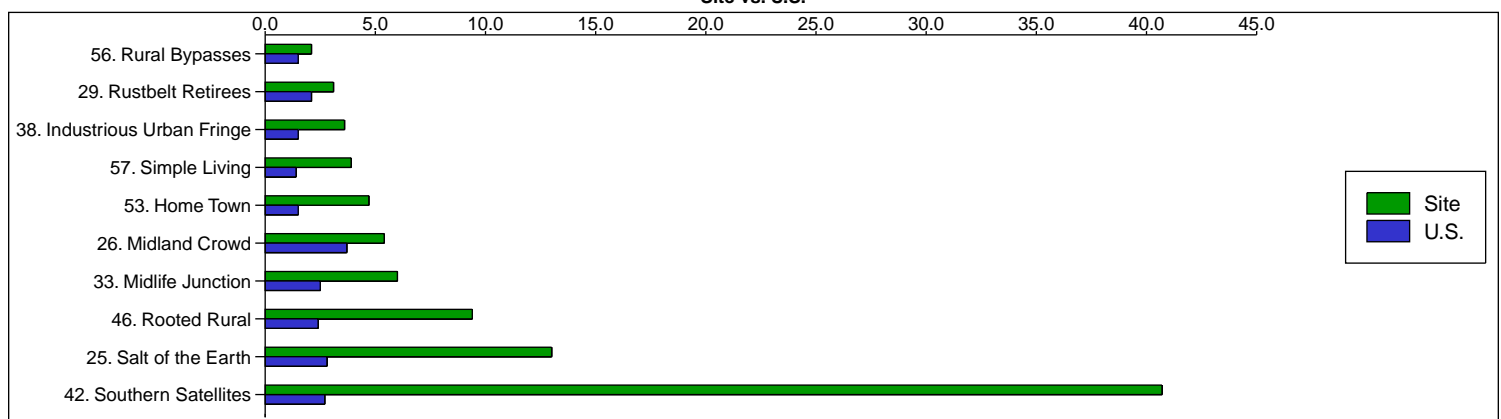
## Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	42. Southern Satellites	40.7%	40.7%	2.7%	2.7%	1492
2	25. Salt of the Earth	13.0%	53.7%	2.8%	5.5%	468
3	46. Rooted Rural	9.4%	63.1%	2.4%	7.9%	384
4	33. Midlife Junction	6.0%	69.1%	2.5%	10.4%	240
5	26. Midland Crowd	5.4%	74.5%	3.7%	14.1%	145
	<b>Subtotal</b>	<b>74.5%</b>		<b>14.1%</b>		
6	53. Home Town	4.7%	79.2%	1.5%	15.6%	322
7	57. Simple Living	3.9%	83.1%	1.4%	17.0%	272
8	38. Industrious Urban Fringe	3.6%	86.7%	1.5%	18.5%	237
9	29. Rustbelt Retirees	3.1%	89.8%	2.1%	20.6%	150
10	56. Rural Bypasses	2.1%	91.9%	1.5%	22.1%	142
	<b>Subtotal</b>	<b>17.4%</b>		<b>8.0%</b>		
11	50. Heartland Communities	2.0%	93.9%	2.2%	24.3%	91
12	17. Green Acres	1.8%	95.7%	3.2%	27.5%	56
13	31. Rural Resort Dwellers	1.6%	97.3%	1.6%	29.1%	100
14	48. Great Expectations	1.5%	98.8%	1.7%	30.8%	85
15	62. Modest Income Homes	1.2%	100.0%	1.0%	31.8%	121
	<b>Subtotal</b>	<b>8.1%</b>		<b>9.7%</b>		
<b>Total</b>		<b>100.0%</b>		<b>31.8%</b>		<b>313</b>

## Top Ten Tapestry Segments

Site vs. U.S.

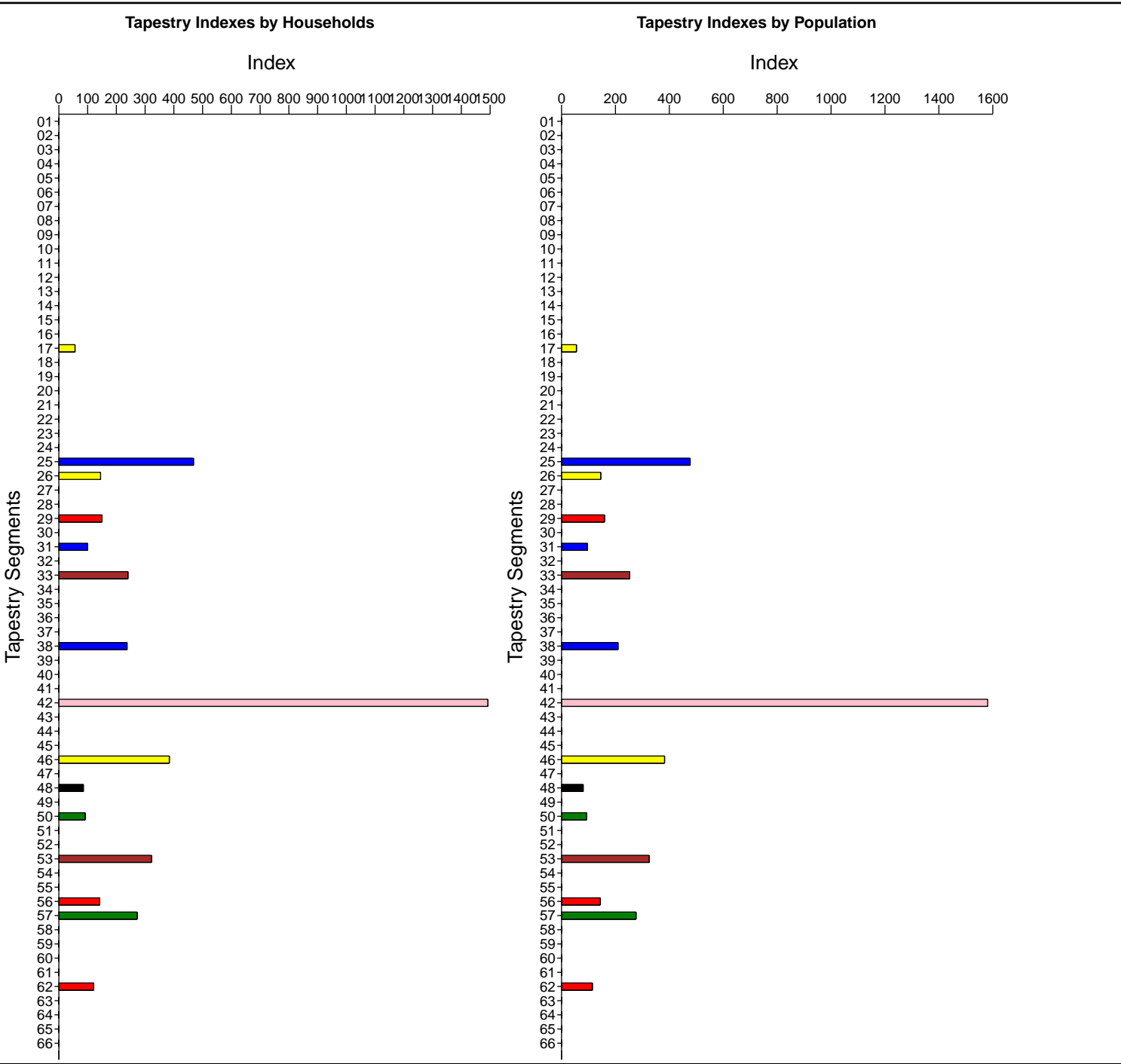


Percent of Households by Tapestry Segment

Source: ESRI



Counties: Marshall, AL



Tapestry Segments

Tapestry Segments

Source: ESRI



# Tapestry Segmentation Area Profile

LifeMode Groups  
Prepared by ARMS

Counties: Marshall, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	34,888	100.0%		88,741	100.0%	
<b>L1. High Society</b>	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
<b>L2. Upscale Avenues</b>	620	1.8%	13	1,616	1.8%	13
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	620	1.8%	56	1,616	1.8%	55
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
<b>L3. Metropolis</b>	429	1.2%	23	1,032	1.2%	22
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	429	1.2%	121	1,032	1.2%	114
<b>L4. Solo Acts</b>	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	3,127	9.0%	72	7,121	8.0%	77
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	1,098	3.1%	150	2,670	3.0%	159
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	683	2.0%	91	1,588	1.8%	93
57 Simple Living	1,346	3.9%	272	2,863	3.2%	276
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>L6. Scholars &amp; Patriots</b>	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



# Tapestry Segmentation Area Profile

LifeMode Groups  
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Counties: Marshall, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	34,888	100.0%		88,741	100.0%	
<b>L7. High Hopes</b>	518	1.5%	36	1,098	1.2%	32
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	518	1.5%	85	1,098	1.2%	80
<b>L8. Global Roots</b>	1,268	3.6%	44	3,706	4.2%	43
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	1,268	3.6%	237	3,706	4.2%	209
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
<b>L10. Traditional Living</b>	2,083	6.0%	68	4,951	5.6%	67
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	2,083	6.0%	240	4,951	5.6%	253
34 Family Foundations	0	0.0%	0	0	0.0%	0
<b>L11. Factories &amp; Farms</b>	21,109	60.5%	638	55,022	62.0%	664
25 Salt of the Earth	4,526	13.0%	468	11,590	13.1%	477
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	14,194	40.7%	1492	37,488	42.2%	1581
53 Home Town	1,642	4.7%	322	4,019	4.5%	325
56 Rural Bypasses	747	2.1%	142	1,925	2.2%	143
<b>L12. American Quilt</b>	5,734	16.4%	177	14,195	16.0%	173
26 Midland Crowd	1,891	5.4%	145	4,952	5.6%	145
31 Rural Resort Dwellers	566	1.6%	100	1,244	1.4%	96
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	3,277	9.4%	384	7,999	9.0%	382
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



# Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Marshall, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	34,888	100.0%		88,741	100.0%	
<b>U1. Principal Urban Centers I</b>	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>U3. Metro Cities I</b>	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
<b>U4. Metro Cities II</b>	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
<b>U5. Urban Outskirts I</b>	1,786	5.1%	47	4,804	5.4%	48
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	1,268	3.6%	237	3,706	4.2%	209
48 Great Expectations	518	1.5%	85	1,098	1.2%	80

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Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	34,888	100.0%		88,741	100.0%	
<b>U6. Urban Outskirts II</b>	1,775	5.1%	99	3,895	4.4%	83
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	1,346	3.9%	272	2,863	3.2%	276
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	429	1.2%	121	1,032	1.2%	114
<b>U7. Suburban Periphery I</b>	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	4,823	13.8%	142	11,640	13.1%	144
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	1,098	3.1%	150	2,670	3.0%	159
33 Midlife Junction	2,083	6.0%	240	4,951	5.6%	253
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	1,642	4.7%	322	4,019	4.5%	325
<b>U9. Small Towns</b>	683	2.0%	40	1,588	1.8%	40
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	683	2.0%	91	1,588	1.8%	93
<b>U10. Rural I</b>	7,603	21.8%	193	19,402	21.9%	193
17 Green Acres	620	1.8%	56	1,616	1.8%	55
25 Salt of the Earth	4,526	13.0%	468	11,590	13.1%	477
26 Midland Crowd	1,891	5.4%	145	4,952	5.6%	145
31 Rural Resort Dwellers	566	1.6%	100	1,244	1.4%	96
<b>U11. Rural II</b>	18,218	52.2%	679	47,412	53.4%	706
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	14,194	40.7%	1492	37,488	42.2%	1581
46 Rooted Rural	3,277	9.4%	384	7,999	9.0%	382
56 Rural Bypasses	747	2.1%	142	1,925	2.2%	143
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.

**Source:** ESRI